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"Co-management in Turbulent Times" is Topic of UNH CEO Forum

By [Janet Lathrop](#)
UNH News Bureau

April 25, 2002

DURHAM, N.H. -- Tom Putnam, president, and his brother, Jim, chairman of MARKEM Corp. of Keene, are the featured speakers at the University of New Hampshire's CEO Forum Tuesday, May 14. Their talk is titled "Co-management in Turbulent Times."

The event, jointly sponsored by UNH's Whittemore School of Business and Economics and the Department of Continuing Education opens with a breakfast buffet at 8:30 a.m. at the New England Center on campus in Durham. The program follows, from 9 to 10:30 a.m.

The Putnam brothers plan to trace some of the history of MARKEM Corp., a fourth-generation New Hampshire family business, for fellow presidents and CEOs who attend the meeting, said Barbara Draper, director of UNH's CEO Forum. Their talk will focus on key issues faced by MARKEM since its beginning in the shoe industry to its current status as a world leader in online coding. The Putnams also will discuss their success as a co-management team that included exchanging roles and titles as chairman and president in 1999.

MARKEM Corp. is a world leader in marking and coding systems for product identification with industrial and distribution applications. Many industries turn to MARKEM for printing date and production codes, product identification, bar codes, logos, graphics and real-time codes. In 1911 F.A. Putnam developed inks that would adhere more effectively to shoe leather than others available at the time. In 1936 the company introduced a durable, quick-drying line of inks and rubber printing elements for marking radio tubes.

MARKEM introduced an indelible cloth label for the textile and apparel industry in 1950.

In addition to its Keene headquarters, MARKEM operates development and manufacturing facilities in San Diego, Calif., and Nottingham, England, and has subsidiaries in 17 countries.

For more information or to register, please contact Draper by May 7 at (603) 862-1107.

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